





















# Glossary Index

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## Numbers

### 5minwin

It is part of many email sequences and is a task you give to a subscriber or customer for them to start and complete that gives them a *win* in 5

minutes. This helps you not send out HUGE lead magnets that no one is ever going to finish.

➤ *See also Lead Magnet, NP2NYC*

## A

### Acuity Scheduling

Is a TEAM TECH tool for scheduling appointments: individual, group.

➤ *See also Calendar, Thank You ACUITY KAJABI*

➤ [Partner link](#) - if you sign-up, Acuity gives me \$5

### Affiliate Marketing

A way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission.

### Application Page

Is a standalone page that you place either a Kajabi Assessment or Form on so your interested buyer can complete the application or screening process that you require.

➤ *See also Assessment, Form, NP2NYC*

### ATTENDED LM FREE CALL

This is the Kajabi Form that a subscriber fills out and submits when they are attending a free live call that you are using as your lead magnet. When they enter their name and email and then click the CTA, they are immediately sent to the URL ZOOM LINK that you are using for the free live call. This ATTENDED LM FREE CALL is placed on the ATTENDED LM FREE CALL page (standalone page).

➤ *See also: Lead Magnet, KAJABI FORM*

## Automations

Kajabi Automations provide functionality to automate different actions in the way that you design them. They speak a specific “when” this happens, “then” do this language. Automations are the equivalent of a full-time, 24/7, Virtual Assistant, Housekeeper, Nanny, ... never take a day off, never forget, never complain ... the best assistant you’ll ever have in my opinion.

You can find Automations under the Marketing >> Automations and also at the bottom of all areas where they are available: offers, forms, assessments, email campaigns, product posts, etc.

## B

### Buyer

A buyer is a subscriber that completes a purchase (free or paid) on a Kajabi offer checkout page.

➤ *See also: Subscriber, Offer*

## C

### Calendar

A scheduling third party application you can use for group calls, private calls, membership events, live events, etc. I use Acuity for scheduling and Tokify for publicizing events for members and non-members.

➤ *See also Acuity, Tokify*

## Contact Me Page

This is a standalone page you create and use a Kajabi form so that people can contact you. An example of a contact me page:

[www.tamsenhorton.com/contact](http://www.tamsenhorton.com/contact)

## Core Offer

This is what you have available for sale that is your “signature” or “main” offering.

➤ *See also: New York City, NYC Offer*

## D

## Data Laws

Are laws designed to tell us how to handle, store, and protect the data that is a part of our business.

## Double Opt-in

In email marketing, senders are required to get explicit permission from their contacts before they can send promotional emails via email marketing, senders are required to get permission from their contacts before they can send promotional emails to them. Many countries around the world have laws that require permission, or consent, before email marketing communications can be sent. CAN-SPAM in the United States and CASL in Canada are two examples of such laws, and there are many other international anti-spam laws worldwide. Any time someone fills out a form that says something like “By submitting this form, you agree to receive email marketing from My Company,” we call that “opt-in.” The person has opted in to receive content from your company.

When double opt-in is checked on your Kajabi Form, then before any further messages are sent from Kajabi, the new subscriber must go to their email, find the email you sent, click the link, and that completes the double opt in process.

- *See also: Conversations (product in PBK Member Library, has email marketing laws and additional resources)*

## E

### Easy as PB&J

This is a book that Chris & Tamsen Horton wrote detailing their journey in sharing what they know and making money doing it. PB&J is a metaphor that provides easy to remember illustrations as you are creating products and services in your own business.

- *See the book on [Amazon](#)*

### PB&J Sandwich

Is the metaphor for the digital product or service that you can make to sell by packaging the areas of excitement and expertise that you already have into consumable pieces of content that you deliver using Kajabi.

## P

P = the peanut butter and stands for "Personality". All of the pieces of you that are essential to creating the PB&J Product that's right for you. This is the gooey deliciousness inside you of who you want to be and how you want to feel each moment you are living life.

## B

B = the bread represents your "Buyers." The people that you will share your areas of excitement or expertise with while they pay you for the value you've added to their life.

J

J = the jelly represents your “Joy” and is the specific area of your excitement or expertise that you want to package and sell to people.

## Email Broadcast

This is an isolated email that you can send with Kajabi. Many people use broadcasts to provide their newsletter information to their subscribers. You can create templates for your email broadcasts using either the classic or visual email editors and then schedule to send ahead of time if you’d like.

### EMAIL BROADCAST (EB)

I use this emoji to represent email broadcasts on the [PBKammunity Trello board](#).

### EB WELCOME LM FREE CALL

This is an email broadcast that you create to send to the people who submit the FORM OPTIN LM when you are using an invitation to one free live call as your lead magnet. You create a template EB WELCOME LM FREE CALL that includes the URL ZOOM FREE CALL page (also referred to as the Coach Jennie Front Door) and schedule the broadcast to send to the people that submitted the FORM OPTIN LM and have not submitted the FORM ATTENDED LM FREE CALL.

➤ *See also Lead Magnet, ES PRE SALES INTRO, URL ZOOM FREE CALL, FORM ATTENDED LM FREE CALL*

## Email Editor

Within Kajabi there are two types of email editors that you can use: classic or visual.

## Email Editor, Classic

The classic email editor is a straight-forward text email. You can add images and colors but if you want more of a magazine-feel to your emails then you'll find the visual email editor more satisfying.

## Email Editor, Visual

The visual email editor provides the ability to create more of a magazine-feel to your emails.

## Email Sequence

An email sequence is a series of email communications that you create and then use different triggering events so that Kajabi sends the emails out on your behalf. You can use email sequences (ES) for any number of things.



### EMAIL SEQUENCE (ES)

NP2NYC Email Sequences (ES) Checklist/worksheet

You can use this [checklist/worksheet](#) to help you keep track of what emails to write.

NP2NYC Email Sequences – Sales Page Hack

I'm a HUGE believer in leveraging all aspects of work to the maximum level that I can and that's how I write my email sequences. First you need to have your SALES INTRO, SALES NYC, OR SALES LONDON page done. When that is done, then using either the lotus blossom, mind mapping, post-it notes, or other method, you assign an email to each part of the sales page.

For example, a testimonial block on the SALES INTRO page, could be the third email of the ES WELCOME LM.

- ES WELCOME LM and ES NURTURE WELCOME LM = “hey, I’ve got this really incredible product/service, you should take a look” and include link to SALES INTRO page.
- ES SALES INTRO and ES NURTURE SALES INTRO = “hey, I know you saw this really incredible product/service, let me tell you more about this [insert specific thing]” and include link to OFFER INTRO checkout page.

## ES WELCOME LM

This email sequence that starts using Automations when the OPTIN LM NAME form is submitted. **The focus of this sequence is to have subscribers CLICK to the SALES INTRO** page when you provide the URL within one of the emails of this sequence.

### Sample ES WELCOME LM email topics

- Recommended 7 emails.
- Focus of this sequence: grow your relationship, build the know, like, and trust factor.
- #1: Welcome: confirm they signed up and what to expect. You can roadmap for them this first set of communications from you.
- #2: Problem: Identify the problem that you solve and reassure them that they are in the right place to help them.
- #3: Solution: Share (through stories) how you fix, end, resolve the problem with your solution (your INTRO or NYC product or service)
- #4: 5 Minute Win: Give a task that can be fully completed quickly – hence the 5 minute win. Definitely underestimate here – people always need less task and more time so whatever you present, keep it really short.
- #5: FAQ: What are the questions you are asked about all the time? Ask and answer those.
- #6: Resources: What are the resources that complement your solution?
- #7: Offer: Present the link to your SALES INTRO page.
- *You can present the link to your SALES INTRO page at any time in this sequence. You know your audience best so give it to them when they can best use it.*

## ES NURTURE WELCOME LM

This email sequence starts using Automations when the subscriber has completed the ES WELCOME LM and NOT clicked on the SALES INTRO page. **The focus of this sequence is to CLICK on the SALES INTRO page.**

### Sample ES NURTURE WELCOME LM

- Recommended 5 emails. More is beneficial. You can add more any time.
- Focus of this sequence: click to the SALES INTRO page so each email must contain the SALES INTRO URL.
- You can build this sequence out over time by adding emails to it as your content grows.
- I like to circle back and expand on the ideas presented in the ES WELCOME LM sequence.
  - Welcome: Selfishly what they most want from you?
  - Problem: What's the biggest issue they woke up with today?, Highlight a testimonial
  - Solution: Highlight a testimonial, Go deeper with what the solution delivers: make more money – is truly – buy what you want at the grocery store with a smile on your face, click right on through to the checkout with all the school clothes your kids picked out ...
  - 5 Minute Win – Highlight testimonials and results, add in the next level – if they could do that in 5 minutes ... what could they do in say 20?
  - FAQ – spread these out over a number of emails and go into each one in detail – use stories as much as possible.
  - Resources – share the stories behind how you found these resources, why you love them so much that you are willing to risk your reputation by recommending them.

## ES PRE SALES INTRO

*(Used when your lead magnet is an invitation to a live call, webinar, event once for free).*

This email sequence starts with Automations when a subscriber has attended the live call or webinar that you offered as part of your lead magnet. When they submit their name and email on the FORM ATTENDED LM FREE CALL they receive this email sequence thanking them for attending the call and providing them the link to the SALES INTRO page.

This step is essential to ensure that you are sending the ES SALES INTRO to people that attended the lead magnet live call and that they do not receive multiple invitations to attend your paid offering (live calls) for free.

BEST PRACTICE – Write one email and then clone it and schedule to send every 7 days for a minimum of a month. This email ONLY has the option to click to the SALES INTRO page and when the attendee clicks on the SALES INTRO page, they are immediately removed from the ES PRE SALES INTRO and placed on the ES SALES INTRO – so repeating the message is not a concern.

#### Sample PRE SALES INTRO

- Recommended 4 emails. All exactly the same.
- Thank you for attending our live call.
- Did you enjoy your experience?
- CTA – use the link button feature and language “ATTEND YOUR NEXT CALL” provides the prompt for them to click to the SALES INTRO page.



#### ES SALES INTRO

This email sequence starts with Automations when a subscriber has clicked to the URL of the SALES INTRO page and sees the information you provide about the INTRO OFFER. **The focus of this sequence is BUYING the INTRO OFFER**, so each email must include the URL to the INTRO OFFER checkout page.

#### SAMPLE ES SALES INTRO

- Recommended 5 emails.

- HIGHLIGHTS: Highlights of the INTRO OFFER from the sales page. You can spread this out by highlighting each section of your sales page. One Kajabi block per email. Using stories as much as possible.
- IDENTIFY: “I get you” share stories that show you understand their problem and how your solution is the reason that you totally get them.
- SNEAK PEEK: Sneak Peek – behind-the-scenes, or insiders’ scoop on the INTRO product or service.
- (If you do a cart closing) Cart closing notification, and or your guarantee.

### ES NURTURE SALES INTRO

This email sequence starts when a subscriber has finished the ES SALES INTRO and did not buy the INTRO OFFER. **The focus of this sequence is BUYING the INTRO OFFER**, so each email must contain the URL to the INTRO OFFER checkout page.

#### Sample ES NURTURE SALES INTRO

- Recommended 5 emails. You can add more to this at any time.
- Highlight a testimonial.
- Share more of your “I get you” story, maybe include a video.
- Circle back around to highlight different parts of the sales page information.
  - Results Achieved
  - Program Structure
  - Guarantee
- You can add to this nurture sequence as you have more testimonials, answer more questions, have new content.

### ES BUYER INTRO

This email sequence starts with Automations when a person completes the purchase on the offer checkout page. The focus of this email sequence is to confirm payment, provide the next steps, and onboard your new customer into your business and or the product/service they just purchased.

➤ *See also: Automations, NP2NYC™, Intro Offer*

### Sample ES BUYER INTRO

- Confirm their purchase.
- Share the next steps.
- Onboard them into your course, membership, program, service.
- Provide enough time for them to enjoy the purchase they made before starting to sell them on NYC.

### ES WELCOME NYC

This email sequence starts when the ES BUYER INTRO sequence as finished onboarding the buyer of your INTRO OFFER and now you want to introduce them to your NYC OFFER. Using Automations, Kajabi easily moves the buyer from the finished ES BUYER INTRO into this sequence. The focus of this sequence is to get the person to CLICK to the SALES NYC page.

➤ *See also: Automations, ES BUYER INTRO, INTRO OFFER, NYC OFFER*

### Sample ES WELCOME NYC

*This sequence mirrors ES WELCOME LM as you are introducing your buyers of the INTRO OFFER to now buying your OFFER NYC.*

- Recommended 7 emails.
- Focus of this sequence: sell your buyers on your NYC offer.
- #1: Welcome: congratulate them on their work so far with the INTRO product or service. Roadmap for them what this series of communications is helping them with. .
- #2: Problem: Identify the problem that might still be lingering and reassure them that NYC makes that problem go away quicker, easier, etc.
- #3: Solution: Share (through stories) how you fix, end, resolve the problem with your NYC OFFER solution.
- #4: 5 Minute Win: Give a task that can be fully completed quickly - hence the 5 minute win. Definitely underestimate here - people always

need less task and more time so whatever you present, keep it really short.

- #5: FAQ: What are the questions you are asked about all the time Re: NYC? Ask and answer those.
- #6: Resources: What are the resources that complement your NYC solution?
- #7: Offer: Present the link to your SALES NYC page.
- *You can present the link to your SALES NYC page at any time in this sequence. You know your audience best so give it to them when they can best use it.*

## ES NURTURE WELCOME NYC

This email sequence starts with Automations when the buyer of your INTRO OFFER has finished the ES WELCOME NYC and has not clicked to the SALES NYC page. The focus of this sequence is getting this person to CLICK to the SALES NYC page.

➤ *See also: Intro Offer, ES WELCOME NYC, Sales NYC*

## Sample ES NURTURE WELCOME NYC

*This sequence is going to mirror ES NURTURE WELCOME LM as you are simply continuing the discussion for people that have gone through the ES WELCOME NYC and not seen your SALES NYC page.*

- Recommended 5 emails. You can add to this at any time.
- Focus of this sequence: click to the SALES NYC page so each email must contain the SALES NYC URL.
- You can build this sequence out over time by adding emails to it as your content grows.
- I like to circle back and expand on the ideas presented in the ES WELCOME NYC sequence.
  - Welcome: Selfishly what they most want from you?
  - Problem: What's the biggest issue they woke up with today?, Highlight a testimonial
  - Solution: Highlight a testimonial, Go deeper with what the solution delivers: make more money – is truly – buy what you want at the

grocery store with a smile on your face, click right on through to the checkout with all the school clothes your kids picked out ...

- 5 Minute Win – Highlight testimonials and results, add in the next level – if they could do that in 5 minutes ... what could they do in say 20?
- FAQ – spread these out over a number of emails and go into each one in detail – use stories as much as possible.
- Resources – share the stories behind how you found these resources, why you love them so much that you are willing to risk your reputation by recommending them.

### ES SALES NYC

This email sequence starts with Automations when the buyer of your INTRO OFFER has clicked to the SALES NYC page and did not complete the purchase of the NYC OFFER CHECKOUT. The focus of this sequence is to BUY your NYC OFFER.

➤ *See also: Automations, Sales NYC, NP2NYC™*

#### Sample ES SALES NYC

- Recommended 5 emails.
- Highlights of the NYC OFFER from the sales page. You can spread this out by highlighting each section of your sales page. One Kajabi block per email. Using stories as much as possible.
- “I get you” share stories that show you understand their problem and how your solution is the reason that you totally get them.
- Sneak Peek – behind-the-scenes, or insiders’ scoop on the NYC product or service.
- (If you do a cart closing) Cart closing notification, and or your guarantee.

### ES NURTURE SALES NYC

This email sequence starts with Automations when the buyer of the INTRO OFFER has finished the ES SALES NYC sequence and has not completed the purchase of NYC OFFER. The focus of this sequence is to BUY NYC OFFER. You can add to this sequence over time and include any

resources and information that helps your person take action and complete the purchase of your NYC OFFER.

➤ *See also: Automations, INTRO OFFER, ES SALES NYC, NYC OFFER.*

### Sample ES NURTURE SALES NYC

- Recommended 5 emails. You can add to this at any time.
- Highlight a testimonial.
- Share more of your “I get you” story, maybe include a video.
- Circle back around to highlight different parts of the sales page information.
- You can add to this nurture sequence as you have more testimonials, answer more questions, have new content.



### ES BUYER NYC

This email sequence starts with Automations when a person completes the purchase on the NYC OFFER checkout page. The focus of this email sequence is to confirm payment, provide the next steps, and onboard your new customer into your NYC experience they just purchased.

➤ *See also: Automations, NP2NYC™, NYC Offer*

### Sample ES BUYER NYC

- Confirm their purchase.
- Share the next steps.
- Onboard them into your course, membership, program, service.

## F

### Facebook Pixel

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website. With Kajabi we place the Pixel ID once onto our

site and Kajabi takes care of the rest. Kajabi handles page view, lead-on list, initiate checkout, purchase thank you.

- *See also Initiate Checkout Pixel, Lead Pixel, Page View, Purchase Pixel*

## Form

Within Kajabi forms are hard to wrap your head around initially because you can use them in a variety of places. As you get started, don't try to understand all that forms can do in your business. As your experience grows, so does your understanding. Initially you use the forms to collect name and email addresses as part of your lead page and optin process.

- *See also OPTIN LM NAME, Lead Page, NP2NYC, ATTENDED LM FREE CALL*

### KAJABI FORM

I use this emoji on the [PBKammunity Trello board](#) to represent forms.

- *See also OPTIN LM NAME, ATTENDED LM FREE CALL*
- *PBKammunity Trello card - [Forms](#)*

## Free Product Strategy (FPS)

This strategy provides a container to hold your Lead Magnet content in a beautiful long-term way that email delivering links and or pdfs simply can't do. Using one single product, you place your lead magnet content into the product and using offers make it possible for a new subscriber to gain access to your content.

- *See [YouTube video](#) for how this works*
- *See [Free Kajabi Resource Library](#), my own personal example of using the FPS. I have used this technique to deliver all lead magnet content since spring 2016 and swear by it for many businesses.*
- *See also Lead Magnet, OPTIN LM OFFER CHECKOUT*

## G

### GDPR General Data Protection Regulation

The General Data Protection Regulation (GDPR) is an European Union regulation which came into effect May 25, 2018. Its aim is to improve privacy and give greater control to customers and citizens over their personal information and how it is used. It affects email marketing and how we send communications to our customers.

➤ *See also: Privacy Policy*

## I

### Ideal Day

Is an exercise from the personal development area and is designed to help you identify what are the exact elements that make-up an ideal day for you. For example, an ideal day might involve waking up without an alarm clock, or dropping your kids off at school, or ending your work day at noon each day.

### Initiate Checkout Pixel

One of the Facebook Pixels, similar to the Purchase event, but measure this event immediately after the desired items (products) are defined and the user initiates the checkout process. ... You can use this abandoned product data to remarket to users and encourage them to complete their purchase. Once you have turned on your Facebook pixel under Kajabi Settings >> Third Party Integrations - you do not need to do anything else with the different pixels - Kajabi takes care of all of this for us (*in my opinion, this makes the investment in Kajabi worth it just for not having to deal with or understand Facebook pixels!*)

➤ *See also Facebook Pixel, Purchase Event*

## Intro Offer

Also referred to as a Lily Pad Offer, this is a lower price point, or a lower commitment to begin working with you. Very often people need a way to make smaller "leaps" before purchasing your NYC or main offer from you. For example, if you have a \$1,000+ main offer, you will have a difficult time getting a subscriber from your lead magnet to immediately purchase a product or service from you that is \$1,000. Instead you provide a lily pad (or intro offer) at say, \$50-100 to build their trust and match where they are in their buying experience.

➤ *See also Lily Pad Offer, NP2NYC™, Buyer*

## INTRO OFFER

The offer checkout page for your lower cost or lower commitment offer.

Also referred to as a "lily pad offer" because the person needs a way to "jump" in smaller steps between your lead magnet and your core or main offer.

➤ *See also Intro Offer, Lily Pad Offer, NP2NYC™*

## K

### Kajabi Assessment

Assessments can be placed on a product post or a standalone page and are Kajabi's answer to third party applications like Typeform or Google Forms. You can use them for anything as you ask questions and the person going through the assessment provides the answers. You can score them or not.

➤ *See also Standalone Page*

# L

## Landing Page

A landing page may be part of a microsite or a single page within an organization's main website. In online marketing, a landing page, sometimes known as a "lead capture page", "single property page", "static page", or a "destination page", is a single web page that appears when a URL is clicked. The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link. Landing pages are used for lead generation. The general goal of a landing page is to convert site visitors into sales or leads.

➤ *See also Optin, Lead Magnet*

## Lead Magnet

A lead magnet is something a website offers to its visitors in exchange for the submission of the visitor's personal information (name, email, phone). The purpose is to attract potential visitors and turn them into subscribers (leads). This is often referred to as list building which means adding subscribers to your email contact list. A lead magnet can be anything from a video, audio, coupon code, pdf, etc.

➤ *See also NP2NYC™, Ticketing, Free Product Strategy*

## Lead Page

This is a standalone or pipeline page that you create to collect a name and email from a person. There's often confusion between standalone and pipeline pages, a pipeline is a series of 1+ standalone pages that Kajabi creates for you based on you choosing the pipeline you want to build - so they are exactly the same pages but you link standalone pages together and Kajabi creates pipeline pages based on your choices.

➤ *See also Optin, Standalone Page, Pipelines*

## Lead Pixel

One of the Facebook pixels, is code snippet you get from LeadBoxer and place in one or more pages in your website. Any visitor to that page activates the pixel and is then captured as a potential lead. Once you have turned on your Facebook pixel under Kajabi Settings >> Third Party Integrations - you do not need to do anything else with the different pixels - Kajabi takes care of all of this for us (*in my opinion, this makes the investment in Kajabi worth it just for not having to deal with or understand Facebook pixels!*)

➤ See also Facebook Pixel

## Lily Pad Offer

Also referred to as an Intro Offer, this is a lower price point, or a lower commitment to begin working with you. Very often people need a way to make smaller "leaps" before purchasing your NYC or main offer from you. For example, if you have a \$1,000+ main offer, you will have a difficult time getting a subscriber from your lead magnet to immediately purchase a product or service from you that is \$1,000. Instead you provide a lily pad (or intro offer) at say, \$50-100 to build their trust and match where they are in their buying experience.

➤ See also Intro Offer

## Live Streaming

Means to transmit or receive (video of an event, especially with commentary) on the internet while the event is taking place. Facebook, Instagram, YouTube, are all platforms that allow for live streaming.

## London

London is the metaphor that PBK uses to identify an offer for a product or service that comes after the NYC OFFER. This is typically a multi-thousand dollar offer or close to a year-long commitment and is offered to established clients and customers of your business. Often, you will NOT have a LONDON OFFER as you are beginning your NP2NYC™

but as your business grows and you evolve in what you provide, London becomes a natural expansion and extension of your NP2NYC™.

➤ *See also LONDON OFFER, NYC OFFER, NP2NYC*

## LONDON OFFER

This is the extension or expansion offer that you provide as part of your NP2NYC™ for those clients and customers who need a product or service beyond your NYC OFFER. Examples may include a concierge-level membership, 1:1 coaching, high-level mastermind/mentormind. The key identifier is that this is what you want to sell to you loyal and established clients and customers who need more than your NYC OFFER.

➤ *See also: London, NYC OFFER, NP2NYC*

## LONDON OFFER Checkout

The offer checkout page for your LONDON OFFER. This is the page where your long-term customer or client enters their payment information and completes the payment of your LONDON OFFER. .

➤ *See also: Automations, NP2NYC™, LONDON OFFER, London*

# M

## Mastermind Group

Mastermind groups offer a combination of brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills. A mastermind group helps you and your mastermind group members achieve success. Members challenge each other to set strong goals, and more importantly, to accomplish them.

## Membership

Is often also referred to as 'recurring payment system' or 'membership site' and refers to a regularly recurring payment program for digital products and or services. PBK is an example of a membership.

## Metric

Is the numerical value you choose to measure your progress. Typically a number or a dollar amount. For example, if 20 people encounter you via North Pole, by the time they've made it through your entire process, 2 out of that 20 buy NYC.

## N

### Naming Conventions

A naming convention provides infrastructure for your content, files, and helps make retrieval possible when you need to locate a file.

Examples of naming conventions:

EMAIL:

ES = EMAIL SEQUENCE

EB = EMAIL BROADCAST

Example: yyyyymmdd [offer, product, name] [newsletter, event details, etc.]

EE = EVENT EMAIL

LEAD MAGNETS:

LM = LEAD MAGNET

- OPTIN LM NAME
- ES WELCOME LM
- ES NURTURE WELCOME LM

- ES SALES INTRO
- ES NURTURE SALES INTRO
- INTRO OFFER NAME AND NYC OFFER NAME
- SALES INTRO NAME or SP INTRO NAME
- SALES NYC NAME or SP NYC NAME
- TEMPLATE
  - TEMPLATE SALES
  - TEMPLATE THANK YOU or TEMPLATE TU
- THANK YOU or TU
- COURSE NAME (main folder)
  - MODULE # (use a unique folder for each module/category/subcategories)
    - MODULE.pdf
    - MODULE.mp4
    - MODULE. Mp3
  - ***Key to keeping yourself organized is consistent and enforced used (even on yourself) of how you are naming. Should you need to move platforms ever an organized structure is KEY to minimizing the pain of moving.***

## Files

Top level folder = Product Name

1. Category
  - a. Sub-category
    - i. Lesson
      1. Video files
      2. Audio files
      3. Graphic files
      4. Text files
      5. downloads
    - ii. Lesson
    - iii. Lesson
  - b. Sub-category
    - i. Lesson
    - ii. Lesson
    - iii. lesson
2. Category
3. Category

## New York City (NYC)

Represents New York City where money is abundant and no one ever sleeps. This is the metaphor for your core or main offer – what you have available for sale.

➤ *See also: NP2NYC™, Core Offer*

## North Pole

Represents cold traffic, visitors to your site or landing pages, people that do not know you. These are also referred to as read magnets for your business. I use the term north pole because it's easy to remember. Most of us think of snow, ice, igloos, and all are easy to remember as cold traffic.

➤ *See also Read Magnet, Visitor, NP2NYC™*

## NP2NYC™

Is a precise framework, created by Tamsen Horton, for clearly identifying and executing read magnets, lead magnets, intro offers, and main/core offers in an easy to remember metaphor. NP represents the North Pole and refers to cold traffic or a visitor to a website who is consuming a read magnet (i.e. blog, YouTube video, Podcast episode, social media post). NYC represents New York City and refers to loyal customers buying your products or services. The framework is based on boarding a plane at the North Pole, where someone has just met you, and transporting them as quickly, efficiently, and kindly as possible to NYC.

➤ *See also North Pole, Read Magnet, Lead Magnet, Intro Offer, Lily Pad Offer, NYC Offer*

## NYC Offer

This is the core or main offer that you provide as part of your NP2NYC™.

Examples include a membership, signature course, 1:1 coaching. The key identifier is that this is what you want to sell the most and ultimately have your customers buy from you.

➤ *See also NP2NYC™*

## NYC OFFER Checkout

The offer checkout page for your main or core offer. This is the page where your person enters their payment information and completes the payment of your NYC Offer.

➤ *See also: Automations, NP2NYC™*

## Nurture Sequence

A nurture sequence is used as a vital part of the infrastructure of your NP2NYC™ as it starts when your subscriber or buyer is not taking the desired action all using the Automations function of Kajabi. You can add to a nurture sequence and it builds over time. Examples of content to include videos, blogs, quizzes, links to resources, etc.

FAQ: What happens if the person NEVER clicks to the SALES or OFFER CHECKOUT pages? They keep receiving the communications and automations that are a part of your nurture sequence and also any newsletters that you send out to the rest of your list.

➤ *See also: NP2NYC™, Automations, ES NURTURE WELCOME LM, ES NURTURE SALES INTRO, ES WELCOME NYC,*

# O

## Offer

A specific offering, free or paid, that you set-up with Kajabi. Offers can be for products, memberships, services, live events, webinars, etc. If you want to provide access through a product or a service, then you use an offer.

➤ See also *Intro Offer, Lily Pad Offer, NYC Offer*



### OFFER

I use the shopping cart emoji to represent offers on the [PBKammunity Trello board](#).

## Online Business

Online Business or e-business is any kind of business or commercial transaction that includes sharing information across the internet. PBK is an example of an online business because it operates the delivery of digital products and services via the internet.

## Optin

An optin is when a person provides you their name and email information on a form. It is also commonly accepted to call this process “opting in”.

You can use the functionality of an optin for many purposes; however, the main purpose is when you use it as part of a lead magnet.

➤ See also *Form, Lead Magnet, NP2NYC*



### OPTIN LM OFFER CHECKOUT

The OPTIN LM OFFER CHECKOUT is most often used as a substitute for the OPTIN LM FORM when you are using the free product strategy to help alleviate confusion as people are registering. Kajabi can automatically grant an offer with the free product to anyone when a form is submitted

but what ends up happening as people interact with that process is that are sent “here’s your username and password” emails that confuse them.

The OPTIN LM OFFER CHECKOUT removes the OPTIN LM FORM from the OPTIN LM PAGE and instead sets the CTA on the OPTIN LM PAGE to go to the OPTIN LM OFFER CHECKOUT where the new subscriber can enter their name and email and set their password. This alleviates the confusion and also introduces them to the process of using your offer checkout experience since the next action you want them to take is purchasing your INTRO OFFER.

- *See also OPTIN LM FORM, OPTIN LM PAGE, INTRO OFFER, Free Product Strategy*

### OPTIN LM NAME or OPTIN LM FORM

The Kajabi form used to capture name and email as the beginning step in your NP2NYC. It is very important to use a consistent naming rubric to keep yourself organized as you build your business. This page can be a Pipeline or Standalone page – either one works just fine and there are pros to each.

- *See also: NP2NYC™, Pipelines, Standalone Page, Form*
- *Naming Examples: OPTIN LM FREE CHALLENGE; OPTIN LM FPS*

### OPTIN LM WEBINAR ATTENDED

This is a form used to track who attended your webinar if you are using the [Coach Jennie front door method](#). The purpose of this form is to identify who attended the webinar and send different email broadcasts to those that attended v. those that did not attend.

# P

## Pages

In Kajabi pages are used for a variety of purposes and tasks. A standalone page is the basic building block of pages and common uses are sales pages, thank you pages, landing pages, etc. When you create a Pipeline, that pipeline is simply a sequenced set of pages that Kajabi does for you automatically. You can also use pages to create your website experience by creating pages and then using the navigation menu to hold the links to the different pages.

## Page View Pixel

One of the Facebook Pixels, page view content is a conversion pixel you install on certain pages for remarketing. This helps you keep track of who has viewed specific Kajabi pages and then you can retarget them correctly for your ad campaigns.

➤ *See also Facebook Pixel*

## PBKammunity Trello Board

This is a [trello board](#) where I create and maintain all the various resources for Kajabians.

## Personally Identifiable Information

Is information that is unique to a person. For example, name, email, address all are examples of personally identifiable information. When we are collecting, storing, and using a person's personally identifiable information - we are responsible for following all data and privacy laws.

➤ *See also Privacy Laws*

## Pipelines

A pipeline in Kajabi is similar in concept to a funnel in other online businesses and platforms. Kajabi provides a number of different done-for-you pipelines and you choose these from under the Marketing tab on your Kajabi dashboard.

➤ See also *Standalone Page, NP2NYC, Lead Page, Optin*

## Preflight

Preflight refers to those steps that come before you start setting-up your NP2NYC™ Flightplan. It includes business, legal, and Kajabi tasks that need to be done before other tasks are completed so that you have yourself protected and also don't need backtrack.

## Product

A product in Kajabi serves a multitude of purposes as it is a brilliant container for storing and delivering your digital content to your subscribers and buyers. At first glance, many people are concerned about the number of products that their Kajabi plan provides but in this video you'll see first-hand how you can typically achieve exactly what you need (and want) with Kajabi once you learn how a Kajabi product works.

Products are stored in the library and the access to a product is handled with an offer.

➤ See [YouTube video](#), *Kajabi products on the Basic Plan*

➤ See also *Offer, Library*

## Privacy Laws

Laws designed to tell us how to handle the data and information that are a part of our business.

## Privacy Policy

This is a customized document that lives on your website and provides specific information re: what information you collect, how you use it, who has access to it. Having a privacy policy easily viewable on your website and all OPTIN LM pages is required by law.

➤ *See also: GDPR, OPTIN LM*

## Purchase Pixel

One of the Facebook pixels, tells you who completed the offer checkout process on your Kajabi site. You set this up as a standalone page (I call it the thank you page) and only the people that complete the offer see the page and trigger the pixel. Once you have turned on your Facebook pixel under Kajabi Settings >> Third Party Integrations - you do not need to do anything else with the different pixels - Kajabi takes care of all of this for us (*in my opinion, this makes the investment in Kajabi worth it just for not having to deal with or understand Facebook pixels!*)

➤ *See also Facebook Pixel*

## R

### Read Magnet

Is Content or an interaction with you with people that do not know who you are.

For example, a visitor to your website might read a blog post you've written.

The blog post is an example of a read magnet. Read magnets can be text, pictures, live streams, videos, podcasts. The key to a read magnet is that it is the status of the person engaging with the content - you do not have any of their personally identifiable information.

➤ *See also NP2NYC™*

# S

## Sales Page

The sales pages you use in Kajabi are made from standalone pages. These sales pages can contain all the information you need. Each standalone page can remain unique by using any of the various themes provided by Kajabi.



### SALES INTRO

The sales page that has the CTA set to the INTRO OFFER. (CTA set to go to the OFFER INTRO checkout page). The purpose of this SALES INTRO page is to provide the information that your potential buyer needs to CLICK and complete the purchase of your INTRO OFFER.



### SALES NYC

The sales page that has the CTA set to the NYC OFFER. The purpose of the SALES NYC page is to provide the information that your potential buyer needs to CLICK and complete the purchase of your INTRO OFFER.



### SALES LONDON

The sales page that has the CTA set to the LONDON OFFER. The purpose of the SALES LONDON page is to provide the information that your long-term customer or client needs to CLICK and complete the purchase of your LONDON OFFER.

## Searchie

Is a third party application that allows you to upload video and audio to its site and then provide your visitors, subscribers, and customers a way to search across your uploaded content easily. Beginning in 2020, PBK is

using this service for its weekly PBKammunity Kalls, podcasts, and Facebook lives.

- See a demonstration of [Searchie](#)

## Site Page

A site page is one of two types of pages on your Kajabi account. A site page is accessed under Website >> Design from your Kajabi dashboard and includes pages like: Home, Library, Blog, etc. Site pages are different in functionality from standalone pages. I personally prefer using standalone pages to build websites because they have increased functionality.

- See also *Standalone Page*

## Standalone Page

These are the pages you use in Kajabi to create whatever you want – honestly there is no limit to what you can do with a standalone page. Common examples are lead pages, thank you pages, site pages, testimonial pages, legal pages, etc. The standalone page is a true workhorse for your Kajabi business.

- See also *Sales Page, Contact Page, Lead Page, Thank You Page, Site Page, Legal Page*



### STANDALONE PAGE

This is the emoji used to represent standalone pages on the PBKammunity Trello board.

## Subscriber

A subscriber is a visitor who provided you their personally identifiable information (name, email) via a Kajabi form on a standalone page or site page when they optin.

- See also *Visitor, Personally Identifiable Information, Form, Standalone Page, Site Page, Optin*

# T

## Thank You Page

The thank you page is used to roll out the red-carpet for your new subscriber or customer. Using a standalone page, you create a page that confirms the action the person just took; for example: signing-up or purchasing an offer and then giving them their next steps. When you are using a pipeline, the thank you page is typically called the download page when it follows after a person has opted-in.

➤ *See also Standalone Page, Optin, Lead Page*

## Thank You ACUITY KAJABI

The Thank You ACUITY KAJABI page is what your subscriber, customer, or buyer will see when they complete payment from the OFFER CHECKOUT page you designate. On this page,:

- confirm that the appointment type is confirmed and paid;
- they should expect reminder emails from Acuity, and
- any next steps they need to take.

*NOTE: Now there are many different ways that you can choose to set up the ACUITY - KAJABI- ZOOM integration. In my years of experience and thousands of appointments, I prefer to have customers choose the appointment time in Acuity, effectively providing a reservation, and then take payment in Kajabi. If you take payment first, and then schedule, if there isn't a time that works for them, you have to issue refunds and eat any transaction fees from your payment processor.*

➤ *See also Acuity, Calendar*

## Thank You BUYER

This Thank You page applies for all your OFFERS: INTRO OFFER, NYC OFFER, LONDON OFFER.

This is the STANDALONE page that your buyer sees once they complete the respective OFFER CHECKOUT page. On this page you want to provide the clear instructions for what they need to do next.



### Thank You OPTIN LM NAME

This is a page, can be part of a pipeline or a standalone page, that displays after your new subscriber has just provided their personally identifiable information (name, email) on your LEAD MAGNET OPTIN page via the Form you had on that page. The focus of this page is to: confirm they are signed up, provide them the next step to take, what to expect, download the video, audio, checklist, etc. that you are using as your lead magnet. We like to call this your red carpet thank you page - rolling out the red carpet for your new subscriber.

➤ *See also: Pipelines, Standalone Page, LEAD MAGNET OPTIN, Forms*

## Ticketing

Ticketing is another metaphor used throughout NP2NYC™ to refer to lead magnets. The point in time that a visitor provides their personally identifiable information and becomes a subscriber.

➤ *See also Lead Magnet*

## Tokify, Calendar

Is a third party calendar application that allows you to create robust calendars for your business. [www.tokify.com](http://www.tokify.com)

➤ *See also Calendar, Acuity*

## V

## Vacationing Life

This is a term that Chris & Tamsen Horton termed to describe the lifestyle they wanted to lead. Inspired by the popular Seth Godin quote “Instead of wondering when your next vacation is, maybe you should set up a life

you don't need to escape from.” And this became Vacationing Life. PBK is the key that unlocks the Vacationing Life – a lifestyle that you don’t need to escape from but instead one that supports the rich and incredible life you want to live with those you love and enjoy most.

## Visitor

A visitor is a person who has not provided you any personally identifiable information (name, email). They may have seen you on social media, visited your website, or engaged with you in some other form of “visitor” status. When they do provide their personally identifiable information to you, then they become a subscriber.

➤ *See also Personally Identifiable Information, Subscriber*

## W

### Website

In Kajabi you have loads of flexibility when it comes to the aesthetic of your website and also its functionality.

### Website Pages

A website page, or site page, is what is visible when you are designing and building your website and you have NOT opened up the Pages tab available on your Kajabi dashboard.

### Website Theme

Kajabi has numerous themes available out-of-the-box for handling your design needs when it comes to your website. Currently, (2020) I recommend if you are going to use the Blog feature to choose your site theme based on the blog layout and design you prefer. The reason for this is that, absent custom coding, the blog doesn’t have a lot of customization to the theme, so you choose your website theme based on the blog you like the best and then use Pages to build any individual

pages you want which allows you to take advantage of the increased design choices available with the Pages features.

➤ *See also Pages*